SHERWIN WILLIAMS

Fall 1967 Decorating Ideas and Color Trends

Cover: Deceptively simple, this young room is tuned-in to creative living. Three walls, ceiling and woodwork are painted Dover White; drama was given the fourth wall with alternating panels of Super Kem-Tone® Irish Linen, Dover White and Stone Beige. Three white clay flues painted with Loxon® Interior masonry finish make a handsome base for the cocktail table.

Right: The built-in sunshine in this dining area can be credited to the Super Kem-Tone Sunflower walls, Pale Moon trim, the Firefly ceiling and the Sunny Grove Green touches. Use a wallpaper border or stencil for the floral effect. Round trays and mushroom-can napkin rings were sprayed with Kem® Hi-Gloss White and Flasher Yellow.

Swing the spotlight to Color

This is an Age of Color, of sizzling brights and bland lights. Color is the most exciting and satisfying ingredient used in decorating and by all odds color, pure, lovely color is the least expensive. Today in selecting color, what anyone wants, anyone gets. There are colors wild and colors elegant, colors earthy and colors sophisticated, colors delicate and colors gay. Many different colors may be used in a room, or tints and shades, lights and darks of a single hue. Sherwin-Williams key fashion points of the year are the return of whites and off-whites combined with sherbet or rich brown earthy tones. The ubiquitous blacks appear both plain and patterned, combined with white or used to give derring-do to any scheme. Yellows are enormously fashionable too and red is a necessity in all seasons, north or south, for town or country. Collected in these pages for your inspiration are a covey of ideas for using color for painting whole rooms, for painting floors and furniture and for giving singing, stinging, color touches to accessories. So have fun, with a can of Sherwin-Williams paint in one hand and a roller, brush or spray-can in the other live-it-up, feel the excitement that comes from painting a drab nothing a glistening, lovely color. In all this business your Sherwin-Williams dealer is there to answer your questions, help you plan your room and your line of attack. He is happiest when he is helping you.

Generous closets built in around the fireplace and ceiling beams are finished with Beauty-Lok® Snowy Pine stain effect. They update the appearance of the room. The Super Kem-Tone Frost Jade ceiling and window trim repeat upholstery and rug colors and help establish the popular one-color look.

The house exterior, terrace and living room color scheme combines light and dark blues and whites. The sofa wall is Super Kem-Tone Blue Bounty, other walls are Dover White, the porch ceiling is Kem-Glo® Gateway Blue and the screen Dolphin Blue.

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Color photography by Alderman Studios, High Point, N. C.

Make a delightful niche for a bed and discover space for two needed closets in the adjoining room. Walls are painted crisp Perky Blue Super Kem-Tone, to match the carpet. The alcove, the ceiling and woodwork are all Kem-Glo Oyster White.

Include a sofa or love seat in your bedroom for family conferences. Problems seem less serious in a setting of delicate Super Kem-Tone Surprise Pink, like the walls here. The cornice and ceiling are white but the doors are Sherwin-Williams Paprika Accent to match the carpet.

Wake up with Color

Make bedrooms special by using colors that will launch each day in a happy mood. Your bedroom is the one room where you can exercise your own color preferences . . . it reflects your personality and you in turn absorb its sparkling or mellow atmosphere.

We know that rooms can soothe, stimulate and delight us. They can be gay, young, handsome, flattering, feminine or masculine. The color of the four walls and ceiling establishes the mood.

Top right: Walls painted Super Kem-Tone Peruvian Palm, an Antique White bed, leaf green spread and draperies, give an old world air.

Bottom left: Here's whimsy for a small boy. Sherwin-Williams Holiday Turquoise is the blue of walls, keg and table top, the birds and sail are Dover White, accents are Matador Red and Buckskin.

Bottom right: Super Kem-Tone Wild Honey on walls and ceiling serves as a foil for woodwork stained Beauty-Lok Silver Walnut. Closet doors are Lush Apricot Accent.

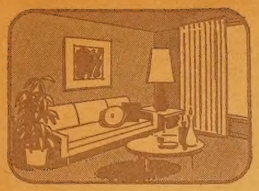
Look up to Color

The ceiling is a fifth wall and often a negelected one. But there it is waiting to give a touch of drama or divert attention from a faulty feature. Paint the ceiling of a white walled basement game room Super Kem-Tone Ebony Black or Budapest Blue and all of the pipes overhead will seem to disappear. Paint the walls and ceiling of an attic room one delicious color and the gable angles will be wiped away. Paint the ceiling and doors of a small white walled bedroom New Salem Rose and the room will no longer seem barren.

The two rooms shown demonstrate ceiling strategy. The dining room above was dull until the ceiling was drenched with Holiday Turquoise. Then there was drama. The ceiling color was repeated in woodwork and cupboard lining to integrate the scheme. Walls are Kem-Glo Velvet Oyster White.

The too-high ceiling in the room below was painted Goblet Gold; the color was carried down the wall twelve inches and finished with a wood moulding and presto, the room's proportions were improved.

The Super Kem-Tone Moonglow walls and Goblet Gold ceiling and trim give this room, with its blend of modern and traditional furnishings, a sunny cast.



"Around the House"

HELPFUL SUGGESTIONS FOR MAKING YOUR HOME MORE ATTRACTIVE

Everybody's doin' it!

The furniture cast-offs that most of us acquire with our wedding presents are usually too valuable to get rid of but the finish may be too badly worn to fit compatibly with our furnishings. Still, these ungraceful objects can be given new life with the easy-does-it face lift of Classic Color Glaze.

• By scaling down the legs of a claw-footed console table, you can make a handsome bench for the foot of your bed. Antique it with Brittany Blue Classic Color Glaze, outlined in gold tracery.

• Maybe the top of that hulking secretary can be parted from its base and transformed into a wall-hung cabinet for storing a collection. Give it the deep tone luster of Grecian Olive and glaze its interior with Empire Gold.

• Inexpensive unfinished furniture acquires personality when a row of storage units is "antiqued" Hermitage Green or Patriot Blue. Tie it in with your decorating scheme by adding brass hardware or a stenciled design on the drawerfronts.

Instant antiquing is easy and fun with the 1-2-3 technique of Classic Color Glaze. Anyone can do it. There's no need to remove the original finish—just apply Classic Undercoat to form a color base for the finish you choose. And choose from a wide range of light tones, deep tones and mellow wood tones. Whichever you choose can bring new life, beauty, and usefulness to any type of furniture. Your first project will make you an expert. Come in and let us show you how easy it us to use Classic Color Glaze.

COLOR FORECAST

The good news in decorating trends this fall is that we can look forward to soothing and pleasing color harmonies, neither jarring nor dull. For this season's newest colors include two *really* delectable ones—Avocado and Champagne—as well as a flax tone, Irish Linen and a handsome deep accent, Washington Blue.

All of them indicate a break away from the rules that have governed home fashions for more than a decade: first, the spare no-color room and then the overwhelming multi-colored one.

Mix them as you like—you'll find all four live happily together and make subtle backgrounds and accents for a variety of color schemes. We have all these new colors. Come in and see them.

Take the guesswork out of decorating

Why juggle colors in your head and risk the disappointment of a costly decorating "near-miss." Take the guesswork out of decorating—let the Color Harmony Guide do the work for you.

This compact guide can be your invaluable decorating assistant, enabling you to coordinate the colors of walls and furnishings at a glance. Colors are arranged not just in families, but in harmonies. Each color is represented by a generous swatch, with a window that shows its harmonizing hues and accent shades. You're sure to find the one that's right for that room in your home that needs a little tender loving care and attention. We'll be glad to lend you a copy of the new Color Harmony Guide—no cost or obligation.

The Easiest Way to Lovelier Rooms

True, there was a time when painting was a messy, time-consuming process with the results varying with your prowess in wielding an unfamiliar tool—the paint brush. But that was before Super Kem-Tone, the remarkable latex wall paint, and the paint roller that lets you roll on paint smoothly and quickly—and in most cases in a single coat. Super Kem-Tone is odorless, ready-to-use and dries within an hour to a velvety matte finish. Its companion paint, Kem-Glo, an alkyd enamel for woodwork, bathroom and kitchen walls, dries to a tough, tile-like finish that looks and washes like baked enamel. Both are quickly and easily applied. We have all the new colors in both Super Kem-Tone and Kem-Glo.

Ladies! Test Your Color Personality

1. You are walking down Main Street on a windy day. Suddenly you hear a wolf whistle from behind you. Do you:

- ☐ A Keep walking as though you hadn't heard it.
- ☐ B Glance over your shoulder to see who whistled at you.
- ☐ C Turn around and give the whistler a piece of your mind.

2. At a dinner party you are introduced to a well-groomed woman. Her slip is showing at the back. Would you:

- ☐ A Keep quiet and hope someone else tells her.
- ☐ B Ask your hostess to tell her.
- ☐ C Tell her yourself.

3. You are stopped by a policeman and given a speeding ticket. You don't think you were exceeding ing the speed limit. Do you:

- ☐ A Accept the ticket without any argument.
- ☐ B Try to talk the policeman out of giving you the ticket.
- ☐ C Go to court, plead not guilty, and demand a jury trial.

4. It's Sunday. You're on the first tee with several impatient male foursomes waiting. You miss the ball. Do you:

- ☐ A Pick it up and walk off the tee with your group.
- ☐ B Laugh merrily and ask the nearest man for advice.
- ☐ C Ignore the audience. Keep swinging until you hit it.

5. Your husband brings the boss home for dinner without warning. You were planning to have leftovers. Do you:

- ☐ A Apologize for the dinner and explain that your husband hadn't told you in advance.
- ☐ B Don't serve dinner. "Remind" hubby that you had planned to go out for dinner tonight.
- ☐ C Serve exactly what you had planned with no comment on the bill-of-fare.

6. Your child brings home a note from the teacher stating that he disrupted class by starting a fight. Do you:

- ☐ A Punish him and tell him he'll be the death of you yet.
- ☐ B Don't worry about it. You know boys will be boys, but scold him anyway.
- ☐ C Go to school the next day to find out what really happened.

7. You're wearing that new "bargain" bathing suit to the beach. After it's wet, you know why it's a bargain. It's now a little too snug and revealing. The children are too young to go into the water without you. Do you:

- ☐ A Get dressed and tell the kids to play in the sand.
- ☐ B Wear your beachrobe over your suit, and go into the water with the kids.
- ☐ C Forget it. Tell yourself that next to some of the suits you see, yours is quite modest.

8. You had a breakfast spat with your husband and he stormed off to work. Later you found he has forgotten his billfold, and you know he has an important luncheon date. Do you:

- ☐ A Call him and tell him so . . . nothing more.
- ☐ B Take the billfold to him. Use it as an excuse to make up.
- ☐ C Do nothing. It serves him right!

9. Your daughter brings a "hip" roommate home from college for the holidays. You hear her expounding the "free love" philosophy to your daughter. Do you:

- ☐ A Resolve to talk to your daughter privately at the first opportunity.
- ☐ B Interrupt to tell her what you think of her philosophy.
- ☐ C Do nothing. You have confidence in your daughter's judgment.

To check your "Color Personality," see column 2 next page.

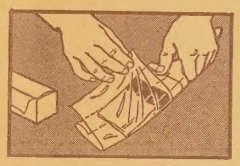
Fall is a good time to paint your house

We usually think of summer as the house painting "season". However, there are a number of advantages gained by waiting until early fall to start this job.

We're past the season's hottest months, and it's really better for the paint to be applied when it's cooler — as well as easier on you or your painter. Also, there aren't as many bugs around now, so you won't find them trapped in the dried paint. The outside walls are drier in fall, too, which reduces the peeling hazard of painting over trapped moisture.

Yes, there's still a lot of good painting weather left this year, so take a good look at your house. If it needs painting, don't put it off just because summer's gone. Do it now and gain the beauty and protection you'll need during the winter months.

Brush care



Generally, you should clean brushes thoroughly whenever you finish painting. However, if you have merely stopped for the night, and plan to start in again next day with the same paint, you can save time by wrapping your wet brushes tightly in Saran Wrap. This keeps air away and the brush will be soft, pliable and ready to use next day as soon as you upwrap it.

When the job is finished, clean out latex-base paints like A-100 House Paint and Super Kem-Tone Wall Paint with water. The quickest, easiest way to do this is to wash out most of the paint under running water. Then "shampoo" it with a mild soap or detergent solution. Finally, rinse with clear water until all the suds are removed. Shake out excess water and wrap the brush in newspaper or paper towels to absorb the remaining water, keep out dirt, and hold it in shape. Store the brush flat, or hang it by the handle, so that it is not bent out of shape by other objects laying on it, as in a workbench drawer.

Brushes used in oil-base paints or enamels are most easily cleaned with Kem-Kleen (formerly Kem Paint Brush and Roller Cleaner). Work a few tablespoons of Kem-Kleen into the bristles after working out the excess paint on newspaper or scrap wood. Work the Kem-Kleen well into the heel of the brush, then rinse it under clear running water. The paint comes right out, as if it had turned to soap. Then shake out the excess water, wrap and store the brush as described above.

When cleaning brushes, be sure to remove all the paint from the "heel" or base of the bristles. If allowed to harden there, the brush will become stiff, and the bristles may separate into clumps or "fingers".

But sometimes, people don't clean brushes immediately after painting. They put them aside, and the brush becomes stiff with dried-up paint. There's an answer for that too — Dexall Brush Cleaner. If you have a brush that's hardened up, you can bring it back into shape by soaking the bristles in Dexall Brush Cleaner for a few hours to a few days, depending on its condition and the type of paint that's hardened in it.

If you have some paint-hardened brushes, why not get a pint or quart of Dexall Brush Cleaner next time you're in our store?

Now, let's check your "Color Personality".

If you have answered with more "A's" than "B's" or "C's," you're the kind of person who enjoys a quiet, tranquil atmosphere. You don't like to call attention to yourself, and would prefer to stay out of the limelight. The decorating scheme that would best balance your personality would be the warm colors . . . the group shown on pages 6 through 15 of the 1967 Sherwin-Williams Color Harmony Guide.

More "B's" show that you have a happy, outgoing personality — not inclined to worry too much over trifles. You will enjoy your home more if you use the cool colors as shown on pages 18 through 23 of the Color Harmony Guide.

Mostly "C's" indicate that you are very individualistic, and have definite ideas of your own. You would rather "run the show" than take orders. Your taste runs toward the sophisticated colors such as some of the Accent Colors shown in the Color Harmony Guide. The Off-White hues as shown on page 28 of the Color Harmony Guide, will appeal to your dramatic sense.

Don't feel bad if your answers are spread over "A's," "B's," and "C's"! Most of us, while we may lean toward one family of colors, feel comfortable with many different colors as long as they are combined in harmonies pleasing to us.

No matter what your color preferences may be, you'll find exactly the combination you like in the Sherwin-Williams Color Harmony Guide. We'll be glad to lend you a copy so you can make your color choices right in your home from large color swatches.

New rooms—through the magic of color

Ever stop to add up the value of the furnishings in your home? Chances are, if you're an average homeowner, that you would be surprised to see how many dollars you spent over a period of time to furnish your home. Take an average living room for example. Sofa, chairs, cabinets, carpeting, drapes, lamps, pictures, maybe the TV set or a stereo unit . . . adds up to several thousand dollars! And, even though these furnishings are perfectly good, after a while to most of us, they get to be "old-looking". How many times have you wished that you could have a "new room" without going to the expense of buying new furnishings?

You can, without discarding a single piece of furniture, without buying a single new piece. You can do it simply by painting the walls in a fresh new color! It is not the furnishings themselves which look old, it is the background against which they appear that make them look unexciting to you.

Yes . . . with a fresh new color in Super Kem-Tone Wall Paint . . . which costs less than a new lamp or a picture . . . all your furnishings will take on new beauty . . . and you can have that "new room" you want.

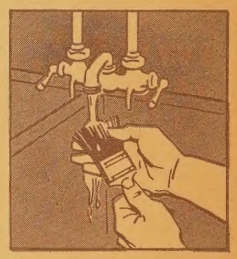
For beautiful woodwork ...use Kem-Glo Enamel

Would you like your woodwork to look just like it were finished with baked enamel . . . and have it wash just as easily as this type of factory-baked finish? Sherwin-Williams Kem-Glo will give you these advantages, in one easy-to-apply, quick-drying coat.

Kem-Glo not only gives you this beautiful semi-gloss appearance and easy-to-clean finish, but it is perhaps the most durable enamel you can buy and use. You wouldn't believe that anything so attractive could take the punishment that Kem-Glo can. It's been subjected to boiling water, deep-frying in oil, and metal-eating acid in hundreds of demonstrations, and has passed these torture tests with no harm to its attractive appearance.

You'll never boil your baseboards, or French-fry your windowsills, but Kem-Glo — the enamel that stands up to these tests — will withstand the normal daily use and punishment that causes other paints to fade out and wear off. Let us show you how easy it is to find just the right color to use, in our Color Harmony Guide. We'll also explain how wonderful Kem-Glo is for furniture, and for walls in kitchens and bathrooms. It's easy to use . . . and hard to beat.

Now... brush cleaning easy



Sherwin-Williams has developed an entirely new kind of paint brush and roller cleaner! This fantastic new product chemically changes oil paint or varnish so it will rinse out of brushes and rollers with plain water, instead of smelly hard-to-use paint thinner. Just a few ounces of Kem-Kleen is enough to clean a brush after you complete your paint job.

Besides cleaning brushes and rollers, there are many other uses for Kem-Kleen. Use it to clean grease and oil from driveways and garage floors, degrease motors with it, use it to remove grease and paint from clothing and carpets, and some smart office girls have found that it's great for cleaning typewriters. It's great for cleaning oily, painty, or grimy hands too.

Stop in soon and pick up a can of this magic work-saver!

Sandpaper by the pint!

Or by the ½-pint. You'll find that Dexall Preparite could be described as "liquid sandpaper." It dulls the gloss of woodwork and other glossy surfaces so easily, it's like having two or three helpers on the job with you.

On many jobs, you'll find that wiping the glossy surface with a Preparite-moistened cloth will dull the gloss enough to eliminate most sanding, while cleaning off dirt, wax, grease, etc. that must be removed before painting. Even if you do need to use sandpaper too (and it's usually better to give the surface a light sanding before wiping with Preparite), Preparite makes it lots easier.

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It's called "spackling"

Spackling or "spachtling" is the term used to describe the patching of holes, cracks, and seams before painting walls. It used to be a hard job when we had to use old-fashioned patching plaster. You had to mix it to just the right consistency, and it started to harden almost before you could get it into the cracks and smooth them over.

Today, with products like Dexall Patching Paste and Kem Plastic Patch, spackling is a breeze — it's almost fun. Dexall Patching Paste comes in a can, ready mixed and ready to use. Just spread it with a putty knife to fill cracks or holes — like buttering toast or frosting a cake. Kem Plastic Patch is almost as easy to use, the only difference is that it's a powder which is mixed with water just before using. Both of these spackling compounds stays workable long enough to get a nice smooth job, and then dry quickly to an easily paintable surface.

Dexall Patching Paste and Kem Plastic Patch resist shrinking upon drying, but you will notice some shrinkage if you're filling a very large hole or crack. The best procedure for filling large areas is to fill almost to the top and let the compound dry. Then fill the small remaining area and smooth it off well. Wipe off excess compound around the patched area with a wet cloth before it dries.

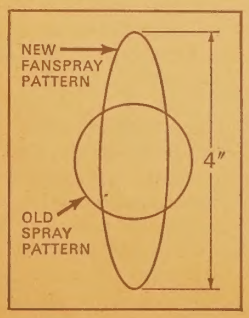
When the patch is completely dry (overnight drying is best) sand it perfectly smooth with fine sandpaper, wipe off the sanding dust, and paint. If you've worked carefully, you'll have a patch that will be virtually invisible under the new paint job.

Spray paint does wonders

Next time you want to add a touch of color to bright decorative accessories, like flowerpots or picture frames, use Sherwin-Williams Kem Hi-Gloss Spray Enamel. When you want to paint a bicycle, a lawn chair, or a child's toy, Kem Hi-Gloss Spray Enamel does the job easily and quickly. There's not room to name all the small jobs that can be done with this versatile product.

When you "spray-it" with Kem Hi-Gloss Spray Enamel, there's no brush to clean when you're finished. It dries very quickly to a brilliant high gloss finish. It's the easiest way to paint unusual and uneven surfaces like louvers, carvings, and ornamental mesh.

The new Fanspray valve gives a narrow, oval spray pattern — more like a brush-stroke — instead of the hard-to-manage circular pattern delivered by old-style spray valves. And it's adjustable. You can get a horizontal or vertical spray pattern, or anything in between, by merely turning the little nozzle in any direction you choose.



Let us show you how easy it is to use Kem Hi-Gloss Spray Enamel. You'll be sure to find the color you want, too, from the wide selection in this line.

From our "ASK-IT BASKET"

Q. How can I stop the paint on my house from peeling?

A. House paint usually peels because of moisture collecting underneath the paint film. To keep house paint from peeling, the moisture problem caused by leaking gutters, rain getting into the ends of siding boards, into cracks around windows, etc., must be corrected first. Caulking becomes important here. Then, after necessary repairs and caulking, the problem areas should be cleaned down to bare wood, primed, and painted.

Q. Can I paint over wallpaper?

A. Yes. As long as the paper is adhering tightly to the wall, you can add new beauty to a drab room by painting it with Sherwin-Williams Super Kem-Tone or Flat-Tone Wall Paints. Let us help you select a color scheme, using the Sherwin-Williams Color Harmony Guide.

Q. I'm tired of the way my old white refrigerator looks. Can I paint it some other color? How?

A. You can add a colorful finish to your refrigerator, and other appliances with Sherwin-Williams Epoxy Enamel. It comes in six beautiful colors, plus Porcelain White. Just clean off the surface, being sure to remove all traces of cooking grease, oil, wax, etc. Sand the old finish lightly with fine sandpaper. Remove the sanding dust and apply the Epoxy Enamel. It will look and wear like new.

Q. If I paint my baby's crib, how can I be sure the paint won't make her sick if she chews on it?

A. Use an enamel which states in writing — on the can — that it is safe for children's toys and furniture. Lead pigments are the prime culprits which might cause illness when painted surfaces are chewed by children. Paints which contain a harmful percentage of these pigments are required by law to carry a caution to this effect. Sherwin-Williams Kem-Glo Enamel and Kem Hi-Gloss Enamel are both safe to use on your baby's crib.

Q. I want to paint my basement steps. How can I do it without being trapped in the basement until the paint dries?

A. Start from the top and paint every other step. Then you can walk back up on the unpainted ones. Next day, paint the ones you skipped, and you can use the ones you painted the previous day to come back upstairs on.

Q. I removed the wallpaper from a bedroom and gouged the wall pretty badly in several places. Also, now that the paper is off, I notice several cracks in the plaster. I'd like to paint the walls, but I'm afraid these cracks and gouges will show. What should I do?

A. Cracks and gouges should be filled with Dexall Patching Paste and sanded smooth after drying. Then you can paint the walls a beautiful new color with Super Kem-Tone Wall Paint. Or, if you want a textured effect, use Sherwin-Williams Ready-Mixed Texture Paint. It spreads on easily, giving a heavy decorative coating that fills and hides these unsightly blemishes. We can mix a wide range of beautiful pastel colors for you, and will show you how to obtain many novel and attractive texture effects.

Q. My husband made the children a wooden sandbox. What type of paint would be the most weather-resistant?

A. Before painting the sandbox, treat it with Kem Wood Preservative. Then apply two coats of Kem Hi-Gloss Enamel.

Q. My neighbor says I should paint my wooden extension ladder to protect it. Okay?

A. No! While paint will protect it, it could also cover up any danger spots like splintering or loose rungs. Best to treat it once a year with boiled linseed oil. This will maintain the flexibility and strength of your ladder, and allow you to spot any damage resulting from age and hard use.

Q. How can I keep paint from "skinning" over in a partially used can?

A. Before putting the lid back on, get as much paint as you can out of the recessed lip around the top. Then, be sure the lid is fastened tightly. (It's air that causes paint in the can to develop a film.) If more than half the contents have been used, it's best to pour the remainder into a screw-top jar until the paint comes up to the brim. Then put a piece of aluminum foil over the top of the jar, and screw the lid on tightly. When using paint from a partially filled can, always remove the hardened film on top, stir the paint thoroughly, and then strain it to remove any particles of thickened paint. (An old nylon stocking is great for this.)

Q. We have an old mahogany piano which I have antiqued white. It is turning pink in spots. What happened? What can I do about this?

A. The old mahogany finish contained a stain which is coming up through the new coating. If the spots are small, you may be able to cover these areas with Dexall Stain Cover and re-glaze over these touched-up spots with some of the same glaze you used for antiquing. It would probably be better, though, to cover the whole piano with Dexall Stain Cover and re-antique it, base coat and all.

Q. We have an older home. The woodwork is oak, and has darkened with age. Is there any way we can update our woodwork without stripping off the old varnish completely?

A. To really "update" your woodwork, paint it with Kem-Glo Enamel in a matching or correlating color to your walls. If you'd like to keep the natural wood effect, use Classic Color Glaze. We have it in Light Tones, Deep Tones, and Wood Tones, so you can get just the effect you want.

Q. Where can I get a caulking compound that doesn't crack and fall out after it's been in a couple of years?

A. Right here! Ask for Dexall Flex-Caulk. It's a new kind of caulk made with butyl rubber, and it won't dry up and crack like old-style caulking compounds.

Q. Our house appears very tall. Is there any color we could use to bring it more in proportion — bring it "closer to the ground"?

A. Let us show you the new "Hospitality Hues" color card for SWP and A-100 House Paints. These colors range from delicate pastels to deep rich tones, and are designed to help make your home blend better with its natural surroundings.

Q. We bought an unfinished cabinet with walnut veneer, which I stained and varnished. I sanded it between coats, but it is still rough and "grainy". Where did I go wrong?

A. Certain woods such as walnut, oak, mahogany, chestnut, ash, have an "open grain" that should be filled with a paste wood filler to smooth out the surface before the finish coats of varnish are applied. We recommend Sherwin-Williams Paste Wood Filler, which may be used in its natural transparent state, or tinted with Oil Stain to achieve an accented grain effect.

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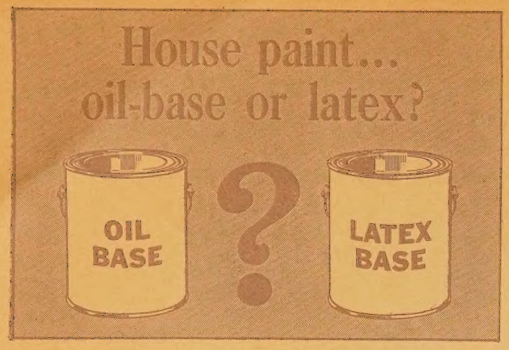
House paint... oil-base or latex?



Everyone painting his house today has the choice of two basic types of paint. We will be glad to help you decide which is best for your home, but for a rule of thumb here are the advantages of each:

Most oil-base house paints, such as Sherwin-Williams SWP dry to a rich, full gloss finish. They do not require special primers except when being used on unpainted surfaces, or when repainting very badly worn painted surfaces. You can paint with oil-base house paints earlier and later in the season, since they can be applied at lower temperatures than latex paints.

Be sure to read the article on the next page about Sherwin-Williams Kem-1-Coat... the world's newest and finest white house paint.

Latex house paints, like Sherwin-Williams A-100, are preferred by those people who like a velvet flat finish which minimizes surface irregularities. It dries much faster than oil-base types, usually in a matter of hours. Latex paints are usually more resistant to chalking, which makes them ideal for use above areas of brick or stone. Masonry surfaces, including asbestos shingles and siding, can be painted with latex house paints. This is a surface on which most oil-base paints cannot be used unless special formulations are available.

Let us help you decide which is best for your house.

How to select a good paint brush

Paint brushes look pretty much alike, but there is really a great difference between a good brush and one which is just put together to sell for the lowest possible price — and it shows up in the finished job.

A good brush applies paint smoother and easier. With reasonable care, a good brush will out-perform and outlast a poor one many times. The small extra investment you make in a quality brush is repaid over and over in longer and better service.

Good brushes have a lively "spring" to the bristles, while poor brushes usually feel floppy and flabby, or hard and harsh.

The bristle tips in good brushes are "flagged", or divided into many smaller branches, giving a brush-like quality to every bristle. Thus, it spreads paint smoothly and evenly. "Bargain" brushes contain few, if any, flagged bristles, and produce a coarse-looking, brush-marked finish.

We have a complete line of quality Sherwin-Williams brushes. Let us help you select the right brush for whatever job you have at hand.

Paint floors without backache

As with most paint projects, you'll get a better job with less work if you use a quality paint and the proper equipment when you're painting floors. Next time you have some floor painting to do, let us show you the best way to do it.

We carry two excellent Sherwin-Williams floor paints — S-W Floor Enamel and S-W Loxon Latex Floor Enamel. We'll recommend the one that best suits your situation.

And we'll show you how easy it is to paint your floor with a long-handled roller. You can use a regular painting tray, or you can just pour the paint right out on the floor and spread it around with the roller. This saves a lot of strain and wear on your back and knees, and gives a beautiful, even paint job fast!

Rollers are great for painting fences

Maybe you've always thought that rollers are used only on large flat areas of wall, floor, or ceiling surfaces. They are great for these areas, of course, but there are many other jobs where paint rollers can save a lot of time and work.

Picket fences, for instance, can be roller-painted in a fraction of the usual time. One pass of the roller will paint one side of three or four pickets, depending on their width, spacing and the size of the roller. You can paint one side, come back on the other. Then roll up and down between the pickets, and you're finished with the job almost before you'd have gotten well started with the old "Poke-it-on-with-a-brush" way.

Try a long-napped roller on chain-link fence, too. There are rollers especially designed for this job that really get it done easy and fast.

Why we sell Sherwin-Williams Paints

We believe in *serving* our customers, not merely selling them. We believe that products and services should be judged by *cost of use*, not price alone. We believe that our business will grow only in proportion to the satisfaction we can give *you* and your neighbors — *our* neighbors.

This is why we carry Sherwin-Williams paints in our store—not because Sherwin-Williams has over 100 years of experience or because it is the world's largest paint manufacturer. We feel that the Sherwin-Williams line gives you the best results and the greatest satisfaction. We know that this company stands behind their products. Therefore, we believe that Sherwin-Williams paints best fit our policy of service, satisfaction, and true value to our customers.

May we serve you when you plan to paint?

A bright idea ends paint tray cleaning!

Here's an idea that will save a lot of clean-up time on a paint job. Line the painting tray with aluminum foil (the kind most women have handy in the kitchen), pressing it into shape around the inside contours of the tray and crimping it over the edge all around.

When you finish the job, or stop for overnight, just pour the excess paint back into the can and press the lid on tightly so the paint doesn't "skin over". Then throw away the aluminum foil, and your tray is as good as new. No mess — no cleaning!

How to paint ornamental iron

Ornamental iron often becomes "tormentable" iron when it comes to painting it. And the more curves, corners, and curlicues it has, the harder it is to brush on an even, decorative coating. Next time, try this:

Apply the finish coat the easy way — use Kem Hi-Gloss Spray Enamel. We carry this durable glossy finish in practically any color you'd want, and you'll really enjoy painting this way. Just point the new Fanspray nozzle, press the valve with your fingertip, and you'll agree that you have discovered the easy way to paint ornamental iron.

Check gutters and downspouts

Galvanized roof drainage gutters should be given careful protection against the unsightly problems of peeling paint and rusting. They are usually painted to match the trim or body color of the house, but before this painting is done they should receive a prime coat of Sherwin-Williams Galvite to insure proper paint adhesion. Label instructions should be followed carefully to insure satisfactory performance.

In spite of this good protection, gutters will rust out after years of service unless the *inside* is painted and cared for as faithfully as the outside.

Corrosion usually develops inside the gutters. If undetected, this will eat through to the outside. When this happens, the gutter is gone. It must be replaced. But reasonable care will add many years to the life of metal gutters.

Corrosion can be controlled by painting the inside of gutters with Sherwin-Williams Tinners Red or B Asphaltum. Tinners Red contains rust-inhibitive pigments which protect the metal from this deteriorating corrosion. B Asphaltum is an asphalt varnish which produces a hard, chemical and erosion resisting surface inside the gutter.

Also, a once-a-year program of cleaning out any accumulated tree seeds and leaves, which decompose and react chemically with the metal, will add years of service to important and hard-to-replace gutters.

New from Sherwin-Williams... Kem-1-Coat™ the house paint guaranteed* to cover in one coat!

A sparkling, freshly-painted white house has an appeal that's hard to beat. And now your white house can keep its "just painted" look for many years with a new product that protects it from the effects of sun, rain and air-borne soot.

With the introduction of Sherwin-Williams' Kem-1-Coat comes the first truly brilliant "bright white" house paint, with long-life protection locked into the formula. Its rich finish produces an unusual depth of whiteness and an enamel-like appearance. Kem-1-Coat provides many extra years of beauty and protection for your home and what's more, it is guaranteed to cover any previously painted surface in *just one coat.*

Kem-1-Coat represents an investment in the beauty, appearance and value of your home that makes it well worth its higher price. Like many premium products, its performance over a period of years makes it less expensive in the long run. Its ease of application and complete one-coat coverage guarantee you years of beauty and maintenance-free life.

*The Sherwin-Williams Company guarantees Kem-1-Coat Premium House Paint will cover any previously painted surface with one coat when applied according to label directions at a rate not to exceed 400 sq. ft. per gallon. If paint fails to perform as specified, enough additional paint to insure satisfactory coverage will be furnished at no cost.

Sherwin-Williams HOSPITALITY HUES to harmonize your home with its natural surroundings—in two great finishes!

SWP® OIL BASE HOUSE PAINT

As a handsome and durable finish for wood surfaces, SWP Oil Base House Paint has no equal. It has long been the acknowledged leader among oil base paints. It brushes on smoothly and evenly and dries to a tough elastic film that keeps its "freshly-painted" look longer. Now available in a full range of Hospitality Hues from which to choose.

A-100™ LATEX HOUSE PAINT

A-100 is the fast and efficient way to paint almost any exterior surface. Its combination of properties makes it easy to apply, easy to maintain, and also offers outstanding protection against peeling and blistering. Because A-100 is water-soluble, clean-up is effortless: brushes wash out in soap and water. And it's not necessary to wait for perfect weather before painting—A-100 clings to damp surfaces and dries bug-free in half an hour. Make your color selection from a full range of new Hospitality Hues.

GROWING UP

A Good Start. A baby's room is its world for many months; it is where an inquiring spirit is born. The room should be planned for efficiency, with a flash of whimsy but with a long range plan because the baby years are few. Shown here is one room as it could evolve through the years. Study the three steps, Color makes the magic changes. Above, the walls are Super Kem-Tone Candlelight Ivory, below they are Cantaloupe. The bentwood rocker is Gulfstream.

Young Missy. The four poster bed with its high headboard painted right on the wall was born in father's workshop. It is painted Kem-Glo Bittersweet to contrast with the Electric Pink walls, ceiling and woodwork. The built-in drawers were given the checkerboard treatment to reflect the carpet pattern. It is all simple but charming enough to delight any child.

DRAMATICALLY

The Terrific Teens. Call it wild, pop, op or mod, call it anything you like, it is a 'pad' for the in-group. It is smashing, optical wizardry. The room is the same as the one on the left. Check the window, desk, bed and built-ins. Sherwin-Williams color alone has wiped away the sweet, pretty look with dazzling sophistication. Two walls are Ebony Black. Two walls and the ceiling are Super Kem-Tone Pale Moon.

The woodwork is the matching color in Kem-Glo. The bentwood rocker is now painted Kem-Glo Goblet Gold Accent. Masking tape is the key to the crisp lines on the drawer fronts. (Be sure to remove the masking tape before the painted lines dry.) Use fabric for the panel back of the bed or trace the pattern and paint it mural fashion right on the wall. The dramatic profile picture hung on the shelves is also home-art.

pint-sized projects

1. **Sweet Dreams** for tots with lolly-pop head boards. Against walls of Dover White parade Matador Red Accent dowels topped with 12″ plywood 'lolly-pops' painted in Kem-Glo sherbet shades: Goblet Gold, Heliotrope, Bonfire, Electric Pink and Gateway Blue.

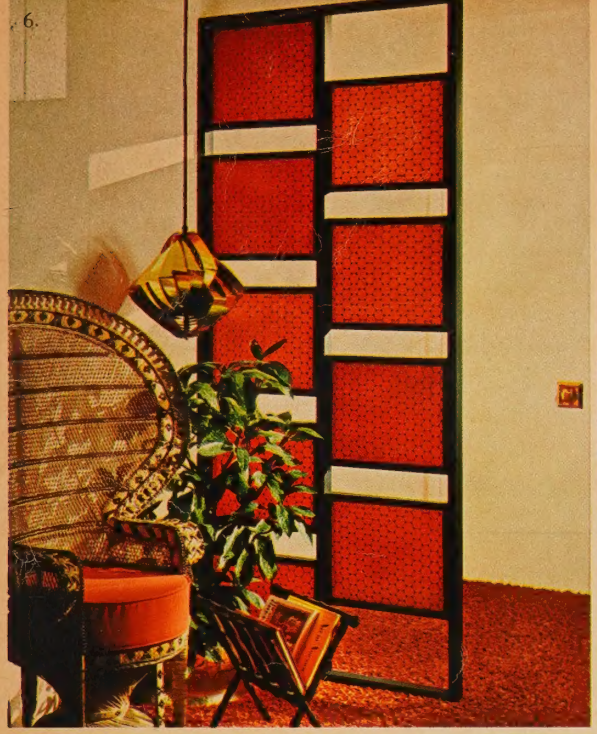
2. **Flagstone Fantasy** . . . or floors with the look come out of a can of paint. The ground color is Loxon floor enamel Pewter Gray. With a chalk line to guide you paint the joints in Loxon Patio Gray and admire your handiwork.

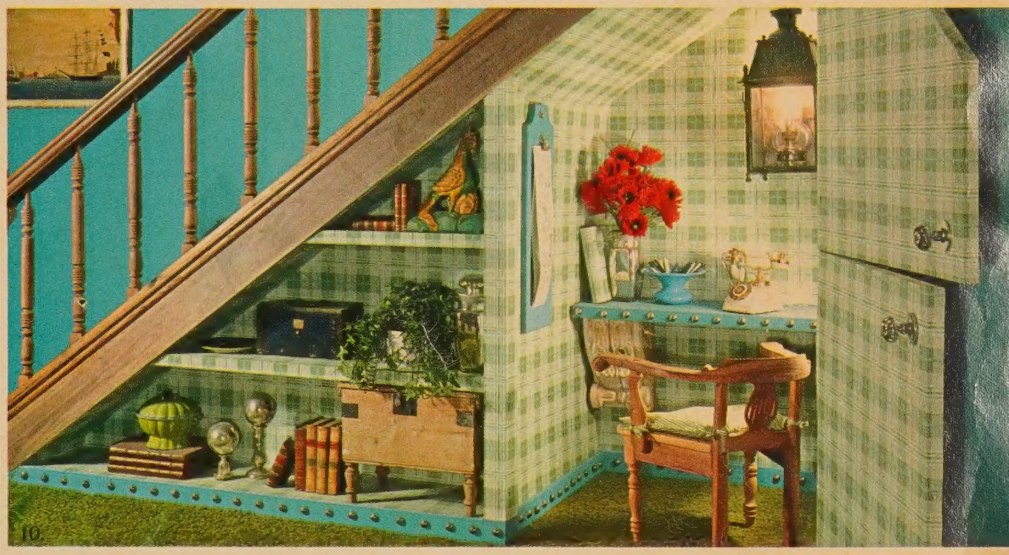
3. **Far-Off destinations** have perennial appeal. This stairway sets the mood for a far-east recreation room. The waves curling from each step, the newel post and handrail are Kem Hi-Gloss Dragon Green. The wicker stools are finished with the same paint in aerosol spray cans. Step risers are stained with turquoise tinted Beauty-Lok stain, then painted with pseudo characters which say "Welcome here only those who want to have fun." Walls are Super Kem-Tone Indian Ivory, the floors hardy Sherwin-Williams Floor Enamel.

4. **Something out of nothing** describes this perfume niche set into the wall between the studs in a powder room. The walls and door are painted Kem-Glo Ember, the niche, cabinet and the door frame are Kem-Glo Velvet Beige toned with classic color glaze, Regency Red.

5. **Hang it all** is easier said than done in bathrooms with a towel rod shortage. Remedy the situation with this multiple rod-rack which is just a matter of two by fours set in, floor to ceiling, fitted with rods and decked out in Kem-Glo Goblet Gold. The walls are Olive Mist and the cabinet is Italian Olive Accent.

6. **Seeing is believing** they say—but is it? The handsome red and black screen above looks like a room divider but accurately speaking it is an





assembly of furnace filters. They are dressed up with Kem Hi-Gloss Spray Enamel Fire Orange set in an Ebony Black frame. The fiberglass mesh buried in the filters gives a glint to the panels.

7. **It's what you do with space** that counts. Here in a midget-sized alcove tucked into the corner of a basement laundry is a whole sewing center: machine, ironing board, light and all of the makings, and don't overlook the convenient pegboard on the back wall with multiple racks and pegs for patterns, thread, scissors and tape measures. The walls are Highgate Green and the concrete floor is Loxon Floor Enamel Brewster Green.

8. **A Place for Everything** need not be a dream if you make every corner count. This housekeeper's desk was fitted into no space at all. The desk was contrived from an old spool drawer picked up in a thrift shop. The shelves above are unpainted ones fitted with louvred doors. Super Kem-Tone walls and Kem-Glo woodwork are both Daffodil Yellow.

9. **Draw a picture on the wall** . . . even mother won't care if the wall has been painted with Sherwin-Williams Green Chalkboard Slating. Homosote board painted Lamplighter Gold is good for pinups. Walls are Super Kem-Tone Pale Moon and the woodwork and stripes are Carriage Green Accent.

10. **It's plaid Dad** and a 'teen daters' dream, a private place under the stairs for phone calls. Slanted ceiling, Dutch door, and shelves, all got the wallpaper treatment. Note the brass-nail studding and Moonstone Blue family clipboard for jotting messages, doodles, and dates. Hall walls are painted Super Kem-Tone Holiday Torquoise.

Special Offer!

A pair of Olympian Permanent Candles

$4.50 value . . . yours for only $2.59

Decorate your newly painted room with these handsome, 12-inch candles. They look and feel like wax, but are actually nylon. They never burn down, drip or bend, and they never need to be replaced. Light them with any lamp oil or lighter fluid—they burn for three to four hours on a single filling, at a cost of less than a penny an hour. 13 decorator colors. 4 oz. can of fuel included. Just come in and see us for this once-in-a-lifetime offer.

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SUCCESSFUL DECORATING BEGINS WITH COLOR

LET US help you bring your decorating dreams to life with decorating advice and practical painting instructions. Why risk the disappointment of paint colors that aren't just right, or a scheme that is almost but not quite what you had in mind? Check your ideas against the Color Harmony Guide, Sherwin-Williams' authentic "library" of color. Here you will find hundreds of color combinations selected by experts. Each page is a generous color swatch, with a window showing complementary hues and accent tones. Be our guest, borrow the Color Harmony Guide without charge. Take it home so you can make your selections in the very rooms where you'll be using them.

In a quandary about type of paint finish? Let the Finish 'n Color Selector help make the decisions for you. This guide shows you the correct finishes for every paint project, with a choice of over 2,000 colors.

We will be glad to supply you with paint chips from the Sherwin-Williams Color Cascade—so useful when shopping for color-matching lamps, fabrics and accessories. When you have made your choices, our Colormeter accurately mixes paint colors to your order.

We're at your service to help take the trial-and-error out of home improvement and to make your decorating projects more fun. Let us advise you on the correct paint and the proper equipment, or ask us for helpful tips that will speed the painting job. That's our job, and we enjoy it.

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